



The Founder's Pitch Architecture

Turn your complex story into a crisp narrative in 3 moves.

Great pitches aren't built on slides. They're built on one clear story.

01 THE HOOK

The specific problem you solve

In one sentence — what painful problem do you solve, and for whom?

Example:

e.g. 'Non-tech founders waste months building wrong products — no CPO.'

02 THE PROOF

How your approach uniquely solves it

What method, tech or insight makes your solution better than anything else?

Example:

e.g. 'SparkSoul: AI workflows + lean discovery = MVPs 40% faster, cheaper.'

03 THE ASK

What you need to move forward

Be specific. Funding? Customers? Pilot? What does 'yes' look like now?

Example:

e.g. 'Raising \$500K to expand 3 markets + hire first growth lead.'

SparkSoul Tip: Read aloud. If >90sec, simplify. Flow beats comprehensiveness.

